

SEXUAL ASSAULT AWARENESS MONTH 2022

building safer online spaces together



DC SAAM
ACTION GUIDE

Every April, the District of Columbia and advocates worldwide come together to raise awareness about sexual assault and celebrate organizations supporting survivors and allies during Sexual Assault Awareness Month.

To spread these important messages and engage local communities across the city, the 2022 Action Guide gathers a range of digital media resources in one place. In the following pages, our guide will provide sample posts, statistics, graphics and other tools for your organization's social media pages throughout the month. As a partner in this effort, your support will help set the course for an informative, empowering month by leveraging the reach of digital media.

INSIDE THE 2022 ACTION GUIDE:

- Community calendar of events
- National hotlines and sexual assault resources
- Community-specific facts about sexual assault
- Ready-to-use posts about SAAM and VAWA for social media
- Anti-racism resources for the gender-based violence field
- Resources for providing virtual support for survivors
- Social Media best practices

...and more!

Social Media Hub

Join the online conversation! Follow the DC Coalition to End Sexual Violence to stay up to date on activities and events throughout the month. We'll be retweeting and engaging with relevant content, and we encourage your organization to do the same. When posting on your channels, be sure to tag our handles ([@DCCESV](#)) and use the official DC Sexual Assault Awareness Month hashtag ([#DCSAAM](#)) to help other users find your content.

JOIN THE CONVERSATION

Follow the DC Coalition to End Sexual Violence on Twitter, Facebook, and Instagram.



Update Your Profile

Update your Twitter and Facebook profiles for Sexual Assault Awareness Month with our DCSAAM cover photos: [Click Here](#)

Downloadable Graphics

Download and share these graphics on your social media, website and at local events to show your support for survivors everywhere: [Click Here](#)

Share key updates from the VAWA Reauthorization Act of 2022 using these pre-made graphics: [Click Here](#)

Save the Date

Below are key dates for DC Sexual Assault Awareness Month. For a full agenda of this month's events, visit dcesv.org/events.

April 6: FY23 OVSJG Budget Hearing

*The OVSJG budget hearing will be virtual and begin **at 12 PM**. You can find details for signing up or submitting testimony [here](#). You can watch the hearing live [here](#).*

April 13: Teal Tuesday

Show your solidarity with survivors by wearing teal on this day. Don't forget to share your photos on social media with [@DCCESV](#) and use the hashtag [#TealTuesday](#).

April 18-24: National Crime Victims' Rights Week

April 27: Coalition Meeting

*The next coalition meeting will be held virtually and begin at **1 PM**. We'll be taking a [#DenimDay](#) photo to raise awareness about sexual assault*

April 27: Denim Day

Denim Day asks community members, elected officials, businesses, students, and the population at-large to make a social statement with their fashion statement by wearing jeans on this day. Denim Day is a visible protest against the misconceptions that surround sexual violence and show of solidarity with survivors. Take a photo on Denim Day and share with us! Don't forget to use the hashtags [#DenimDay](#) [#DCSAAM](#)

Visit dcesv.org/SAAM for information about this year's virtual proclamation ceremony.

Please send your SAAM events to mmccabe@mencanstoprape.org for inclusion in the calendar and for promotion across our social media channels.

Need-to-Know Hotlines

Sexual assault hotlines are available for a variety of populations. Access up-to-date and easy-to-use resources at askdc.org.

- People in need of immediate assistance can call the **DC Victim Hotline: 1-844-443-5732** or the **DC Rape Crisis Center: 1-202-333-7273**
- Black women survivors can contact **Black Women's Blueprint: 1-646-256-1242**
- Asian/Pacific Islander survivors can contact **DVRP: 202-833-2233**
- Multilingual survivors can contact **Ayuda: 202-387-4848**
- For people affected by trafficking, contact **Courtney's House: 202-423-0480** or **FAIR Girls: 1-855-900-3247**
- Native survivors can contact the **StrongHearts Native Helpline: 1-844-7NATIVE (1-844-762-8483)**
- Transgender & gender non-conforming survivors can call the **Trans Lifeline Peer Support Hotline: 1-877-565-8860**
- Survivors whose primary language is not English can call **Womankind's 24-hr multilingual helpline: 1-888-888-7702**
- Deaf or hard of hearing survivors can contact the DAWN Emergency Hotline: hotline@deafdawn.org
- To report suspected child abuse in the District of Columbia call Safe Shores: **1-202-671-SAFE(7233)**

Community-Specific Facts About Sexual Assault

Sexual harassment, assault, and abuse can happen anywhere, including in online spaces. For too long harassment, cyberbullying, and sexual abuse and exploitation have come to be expected as typical and unavoidable behaviors online. **Building Safer Online Spaces Together** is possible when we practice digital consent, intervene when we see harmful content and behaviors, and promote online communities that value respect, inclusion, and safety. Our selection of facts about sexual assault is guided by the DC Coalition to End Sexual Violence’s inclusion statement, below. **For community-specific facts and statistics about sexual assault, please visit www.dccesv.org/SAAM.**

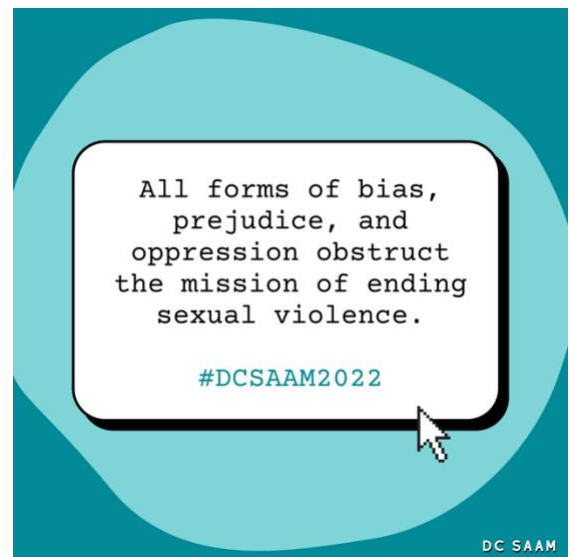
INCLUSION STATEMENT:

Sexual Assault Awareness Month (SAAM) is about raising awareness, learning how to prevent and end sexual violence, and supporting victim-survivors. In keeping with this goal, we ask everyone participating in SAAM to remember that these statistics are one way we can seek to respect the whole person. We value emotional, social, and academic learning; developing connections among people with different views; creating a more participatory community; and recognizing all the expertise and insight in our diverse and global city. SAAM is an opportunity to occupy space and collaborate in equitable ways. It is about honoring all people and their ability to prevent and end gender-based violence, regardless of race, color, creed, ethnicity, religion, genders, gender identity or expression, age, sex, sexual orientation, national origin, physical ability, citizen status, veteran status, marital status, or HIV status and valuing their story, knowledge, and worth.

Additional Resources

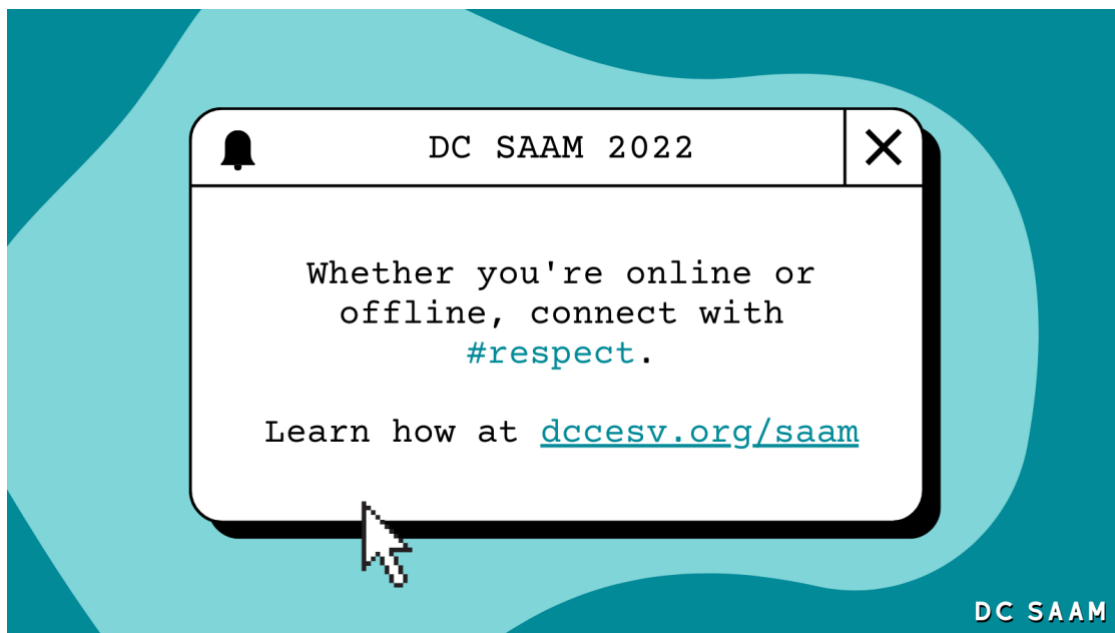
Reflecting the values of DCCESV, including an anti-oppression and intersectional lens, below are free anti-racism resources with a gender-based violence focus:

- **[Anti-Racism as Violence Prevention](#)** – This webpage from Futures Without Violence offers a compendium of resources, videos, and discussion guides to be used by sexual violence advocates and activists to spark conversations on the ways racism and oppression coningle to influence and exacerbate violence.
- **[Criminalizing Survival Curricula](#)** – Survived & Punished, a prison abolition organization, offers this free curriculum focused on the intersection between racialized gender-based violence and criminalization. “This resource is intended to help activists, advocates, organizers and community members to learn more about the criminalization of violence survivors.”
- **[Continuum on Becoming an Anti-Racist, Multicultural Institution](#)** – Regional Arts & Culture Council offers a handout that categorizes institutions on a scale of “exclusive” to “fully inclusive.” This sheet can be a helpful jumping-off point for organizations seeking to understand their racism and offers a vision of the components of inclusive, actively anti-racist spaces.
- **[How Can We Prevent Child Sexual Assault Without Incorporating an Analysis of Systemic Violence as a Causal Factor?](#)** – This workshop, given by Irene Strong Oak Lefebvre from Visioning B.E.A.R. Circle Intertribal Coalition “explains how historical trauma is the root cause of childhood sexual abuse, resulted by structural racism and



oppression. The workshop also addresses the role and significance of community organizing as a prevention strategy by collaborating with anti-racist and environmental community groups.”

- [Resources for Addressing Anti-Asian Racism in the time of Coronavirus](#) – Sexual violence may be perpetrated as a hate crime. This list offers resources related to stigmas around anti-Asian hate, which has been on the rise since the onset of COVID-19.
- [Toolkit for Interrupting Oppression](#) – This toolkit, created by the Oregon Coalition Against Domestic and Sexual Violence, offers resources aimed at addressing how professionals in the field can strategically interrupt and dismantle oppression and violence in our communities while intervening with an awareness of power and privilege.



The ongoing COVID-19 pandemic has elevated survivors’ need for safe virtual spaces. The following resources offer guidance for providing online support and teleservices related to gender-based violence:

- [Victim Service Providers’ Toolkit for Transitioning to Teleservices](#) – This toolkit, created by the National Crime Victims Research and Treatment Center at the Medical University of South Carolina, was developed to strengthen the capacity of victim/survivor service providers to effectively incorporate technology into their important, ongoing work with crime victims and survivors.
- [Websites and Resources Offering Support and Help](#) – The National Sexual Violence Resource center compiled a list of resources intended to provide online support through the use of forums, chat rooms, self-help, and general resources to survivors of sexual violence.
- [Technology Safety & Privacy: A Toolkit for Survivors](#) – This toolkit contains safety tips, information, and privacy strategies for survivors on the use of technology.

Sample Social Media Posts

Below are some posts you can use throughout Sexual Assault Awareness Month to engage your followers. Using the social media best practices from the previous pages, feel free to adapt these posts to best suit the authentic voice of your channels. Consider pinning your best DCSAAM tweets and Facebook posts to your profile all month long, so that these posts are the first that visitors to your pages see. Your best Instagram posts can also be captured in a “highlights” section at the top of your Instagram profile. Use social media to Build Safer Online Spaces Together!

Don't forget to check out ready-made graphics for all of your social media channels at dcesv.org/SAAM, featuring images for Instagram, Facebook, Twitter, and Zoom!

This April for Sexual Assault Awareness Month, we are educating and advocating for a safer virtual world. We are committed to #BuildingSaferOnlineSpacesTogether! #DCSAAM2022

This month and every month, I #SupportSurvivors of sexual assault. Learn more about how you can too at dcesv.org #DCSAAM

Join us in a month of solidarity with sexual assault survivors! #DCSAAM

Looking for ways to be a part of Sexual Assault Awareness Month? Check out events, workshops, and more at dcesv.org/events! #SAAM2022

As we continue to navigate the COVID-19 pandemic, survivors need access to online support. Check out virtual resources available to survivors at askdc.org

Learn how we are committed to #BuildingSaferOnlineSpacesTogether during Sexual Assault Awareness Month 2022 at dcesv.org/SAAM

Sexual assault affects everyone. Learn how to be a good bystander at askdc.org #DCSAAM



Sexual assault can happen to anyone, regardless of race, age, gender identity, sexual orientation or background. I pledge to raise awareness for #DCSAAM and take action as a bystander – because everyone deserves to be heard and supported.

Make an impact in your community this Sexual Assault Awareness Month by getting involved and showing support for survivors. Check out this month's events calendar at dcesv.org/events #DCSAAM2022

I am #BuildingSaferOnlineSpacesTogether with my community this April for Sexual Assault Awareness Month! Learn more and join me at dcesv.org #SAAM

The DC community has incredible resources to help survivors of sexual assault. Available in 8 languages, check out @ASKDCApp to learn more. www.askdc.org #DCSAAM #PreparationIsPrevention

Your Action Guide for Sexual Assault Awareness Month



Download the #UASKDC app to see all the resources your college or university offers in the event of sexual assault. uaskdc.org #DCSAAM

College students have access to unique resources both on campus and off. The best way to find out your university's sexual assault resources? #UASKDC. Download the app or check out the website! www.uaskdc.org @ASKDCApp

Today, I'm wearing teal to show my solidarity with survivors of sexual assault. Every day, we're working to create new tools for prevention and response – identifying solutions that can make a difference. Learn more: dcesv.org #TealTuesday #DCSAAM

It's #TealTuesday! I'm wearing teal to raise awareness and honor the resilience of survivors of sexual assault. Together, we can create cultures free from sexual assault. dcesv.org #SAAM2022

Today is #DenimDay, when supporters around the world wear denim to bring awareness to misconceptions surrounding sexual assault. Make a social statement with your fashion statement and learn more: denimdayinfo.org #SAAM

Additional social media posts, resources, and graphics can be found at dcesv.org/SAAM and nsvrc.org.

Social Media Best Practices

All platforms

Aim to include a link and image or video in every post. Studies show that Tweets with images receive 18% more click-throughs, more likes and 150% more retweets. Similarly, Facebook posts with images see 2.3x more engagement than those without images.

When posting a link, make sure that the metadata (which populates the link title, description, and sometimes image) is accurate, clear and easy to read. You may test on Twitter and Facebook using the [Twitter Card Validator](#) and [Facebook Debugger Tool](#), respectively.

Links in content should primarily drive to your website to help increase traffic. Additionally, increase attendance at your events by directing people to dcesv.org/events, where a community calendar of SAAM events will be available.

Maintain a good balance between content you create and existing social content such as retweets and Facebook shares.

Use concise language. Avoid using complex, formal jargon and speak with a conversational tone as much as possible.

Use a variety of posts including statistics, questions, quotes, short sentences, calls-to-action, cliffhangers, etc.

If a video is part of the post and the original video file is in possession, upload the video natively rather than linking to the video on YouTube or other video-sharing platforms.

Reposting is a valuable technique to share content while giving credit to the originator of the post. Use this tactic to direct others to the events, messages, and information shared by partner organizations. It is an excellent tool for building community and increasing followership across organizations that work on related issues.

Image specifications for social media posts:

SOCIAL MEDIA PLATFORM	RECOMMENDED SPECIFICATIONS	MINIMUM SPECIFICATIONS
Twitter	1024 x 512 pixels	440 x 220 pixels
Facebook	1200 x 630 pixels	600 x 315 pixels
Instagram	1080 x 1080 pixels	1080 x 1350 pixels (portrait) 1080 x 566 pixels (landscape)

Twitter

Keep posts succinct and well under 280 characters when possible.

Tweet a suggested minimum of 2 times and a maximum of 10 times per day.

Avoid using unnecessary abbreviations to give content a more accessible, professional feel for new readers. Use open-ended questions or Twitter polls to hear directly from your followers.

Use hashtags and handles to increase visibility but limit the number of hashtags used. Each tweet should have no more than 2-3 clickable fields (this includes URL links, hashtags, handles, photos, and videos). When applicable, additional pages’ handles can be tagged directly in uploaded photos.

Note that if a handle is placed at the beginning of a tweet, a period must be included before the handle (Ex: .@TwitterHandle) to ensure that all followers see the tweet.

Consider using branded hashtags in addition to broad, widely used hashtags (Ex: #DCSAAM as well as #SupportSurvivors).

Maintain a consistent standard for capitalization in hashtags and handles (Ex: #LikeThis @OrThis; #notThis @ORthis).

To repost on Twitter, select “retweet” or “quote tweet.” With “quote tweet,” you can add an original message that will appear above the reposted tweet.

Facebook

Where possible, keep posts under 90 characters for mobile optimization. Post a suggested minimum of one time and maximum of two times per day.

Consider posting content using a powerful statistic to promote a data-driven report, posing a question to draw attention to a compelling news story, or employing a call-to-action for events and live-streaming.

Each post should have no more than two hashtags, since hashtags aren’t as prevalent on Facebook as they are on Twitter.

Abbreviated words should be spelled out and complete sentences should be used. Examples include: and (&), congratulations (congrats), with (w/), at (@).

Your Action Guide for Sexual Assault Awareness Month

For paid ads, it is essential that images have less than 20% text to reach the full audience. Images can be uploaded to the Facebook Text Overlay Tool to check the proportion.

To repost on Facebook, navigate to the “share” button at the bottom of a post, then select where to share the post.

Instagram

Try to keep captions between 140–160 characters.

Post three to five times per week.

Include a short, concise URL at the end of the caption if applicable (Ex.: dcesv.org); otherwise, put relevant URLs in the account bio and direct followers to click that link when applicable. A common option is to conclude the post with “(Link in profile).” Accounts with 10,000 or more followers can add a “swipe up” link in their story to connect viewers to web pages or content; those with fewer than 10,000 followers can direct viewers to a link in bio.

To make profiles more interactive, consider adding a free [Linktree](#) to connect viewers to multiple URLs or resources.

Tag any appropriate handles and use any related hashtags throughout and at the end of the post. Use no more than three hashtags in a single caption to have a more professional appearance. Additional pages’ and partners’ handles should be tagged in the photo or video, not the caption.

Photos should be square or relatively square without cropping any important visual information, such as faces.

Try to only post high-resolution photos. Aim for images with no less than 1080 pixels on either side.

If possible, use the same filters on posts so that the page develops a consistent look and feel. Repost tags on your story to connect people to your original content and garner followers.

To repost on Instagram, first download a free reposting app, such as [Repost for Instagram +](#). In Instagram, navigate to the post you want to repost.



This action guide is brought to you by:

